



Retail MarketPlace Profile

W Main St and Randall Rd, St Charles, IL, 60174
W Main St & Randall Rd, St Charles, IL, 60174
Ring: 5 mile radius

Latitude: 41.91267
Longitude: -88.34

Summary Demographics

2010 Population	108,349
2010 Households	37,687
2010 Median Disposable Income	\$68,004
2010 Per Capita Income	\$40,027

Industry Summary	NAICS	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplus Factor	Number of Businesses
Total Retail Trade and Food & Drink	44-45,722	\$1,564,080,872	\$1,446,637,664	\$117,443,208	3.9	1,209
Total Retail Trade	44-45	\$1,333,911,220	\$1,193,304,330	\$140,606,890	5.6	894
Total Food & Drink	722	\$230,169,652	\$253,333,334	-\$23,163,682	-4.8	316

Industry Group	NAICS	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplus Factor	Number of Businesses
Motor Vehicle & Parts Dealers	441	\$316,870,060	\$222,231,642	\$94,638,418	17.6	59
Automobile Dealers	4411	\$271,449,868	\$196,384,368	\$75,065,500	16.0	22
Other Motor Vehicle Dealers	4412	\$24,264,897	\$15,657,840	\$8,607,057	21.6	16
Auto Parts, Accessories & Tire Stores	4413	\$21,155,295	\$10,189,434	\$10,965,861	35.0	21
Furniture & Home Furnishings Stores	442	\$45,908,774	\$56,110,102	-\$10,201,327	-10.0	75
Furniture Stores	4421	\$27,993,292	\$39,742,194	-\$11,748,903	-17.3	26
Home Furnishings Stores	4422	\$17,915,483	\$16,367,907	\$1,547,575	4.5	49
Electronics & Appliance Stores	4431	\$40,086,675	\$39,595,416	\$491,258	0.6	86
Bldg Materials, Garden Equip. & Supply Stores	444	\$66,790,260	\$85,357,222	-\$18,566,962	-12.2	101
Bldg Material & Supplies Dealers	4441	\$54,108,383	\$64,335,925	-\$10,227,543	-8.6	74
Lawn & Garden Equip & Supply Stores	4442	\$12,681,877	\$21,021,297	-\$8,339,420	-24.7	27
Food & Beverage Stores	445	\$256,807,347	\$232,714,851	\$24,092,496	4.9	74
Grocery Stores	4451	\$241,084,572	\$214,712,381	\$26,372,192	5.8	33
Specialty Food Stores	4452	\$3,956,748	\$5,778,543	-\$1,821,794	-18.7	21
Beer, Wine & Liquor Stores	4453	\$11,766,027	\$12,223,928	-\$457,901	-1.9	19
Health & Personal Care Stores	446,4461	\$48,735,380	\$71,425,518	-\$22,690,137	-18.9	58
Gasoline Stations	447,4471	\$212,519,144	\$88,999,572	\$123,519,573	41.0	18
Clothing & Clothing Accessories Stores	448	\$69,025,980	\$89,575,426	-\$20,549,446	-13.0	132
Clothing Stores	4481	\$53,089,704	\$75,938,260	-\$22,848,556	-17.7	91
Shoe Stores	4482	\$7,643,689	\$5,071,667	\$2,572,022	20.2	13
Jewelry, Luggage & Leather Goods Stores	4483	\$8,292,587	\$8,565,498	-\$272,912	-1.6	28
Sporting Goods, Hobby, Book & Music Stores	451	\$20,425,313	\$32,443,644	-\$12,018,331	-22.7	79
Sporting Goods/Hobby/Musical Instr Stores	4511	\$13,271,870	\$21,316,501	-\$8,044,631	-23.3	71
Book, Periodical & Music Stores	4512	\$7,153,442	\$11,127,142	-\$3,973,700	-21.7	8
General Merchandise Stores	452	\$186,783,131	\$207,340,203	-\$20,557,072	-5.2	31
Department Stores Excluding Leased Depts.	4521	\$82,969,658	\$97,873,997	-\$14,904,340	-8.2	17
Other General Merchandise Stores	4529	\$103,813,474	\$109,466,205	-\$5,652,732	-2.7	14
Miscellaneous Store Retailers	453	\$31,322,567	\$48,488,863	-\$17,166,296	-21.5	169
Florists	4531	\$1,139,516	\$1,529,585	-\$390,069	-14.6	14
Office Supplies, Stationery & Gift Stores	4532	\$9,317,372	\$18,022,562	-\$8,705,190	-31.8	60
Used Merchandise Stores	4533	\$2,825,617	\$4,666,890	-\$1,841,273	-24.6	30
Other Miscellaneous Store Retailers	4539	\$18,040,061	\$24,269,826	-\$6,229,765	-14.7	65
Nonstore Retailers	454	\$38,636,588	\$19,021,872	\$19,614,716	34.0	12
Electronic Shopping & Mail-Order Houses	4541	\$28,608,849	\$8,676,063	\$19,932,786	53.5	2
Vending Machine Operators	4542	\$4,084,111	\$2,879,404	\$1,204,707	17.3	4
Direct Selling Establishments	4543	\$5,943,628	\$7,466,405	-\$1,522,777	-11.4	6
Food Services & Drinking Places	722	\$230,169,652	\$253,333,334	-\$23,163,682	-4.8	316
Full-Service Restaurants	7221	\$97,781,588	\$121,399,733	-\$23,618,145	-10.8	190
Limited-Service Eating Places	7222	\$113,052,941	\$116,126,211	-\$3,073,270	-1.3	97
Special Food Services	7223	\$10,776,254	\$10,880,095	-\$103,841	-0.5	16
Drinking Places - Alcoholic Beverages	7224	\$8,558,870	\$4,927,296	\$3,631,573	26.9	13

Data Note: Supply (retail sales) estimates sales to consumers by establishments. Sales to businesses are excluded. Demand (retail potential) estimates the expected amount spent by consumers at retail establishments. Supply and demand estimates are in current dollars. The Leakage/Surplus Factor presents a snapshot of retail opportunity. This is a measure of the relationship between supply and demand that ranges from +100 (total leakage) to -100 (total surplus). A positive value represents 'leakage' of retail opportunity outside the trade area. A negative value represents a surplus of retail sales, a market where customers are drawn in from outside the trade area. The Retail Gap represents the difference between Retail Potential and Retail Sales. Esri uses the North American Industry Classification System (NAICS) to classify businesses by their primary type of economic activity. Retail establishments are classified into 27 industry groups in the Retail Trade sector, as well as four industry groups within the Food Services & Drinking Establishments subsector. For more information on the Retail MarketPlace data, please view the methodology statement at <http://www.esri.com/library/whitepapers/pdfs/esri-data-retail-marketplace.pdf>.

Source: Esri and Infogroup

October 10, 2012

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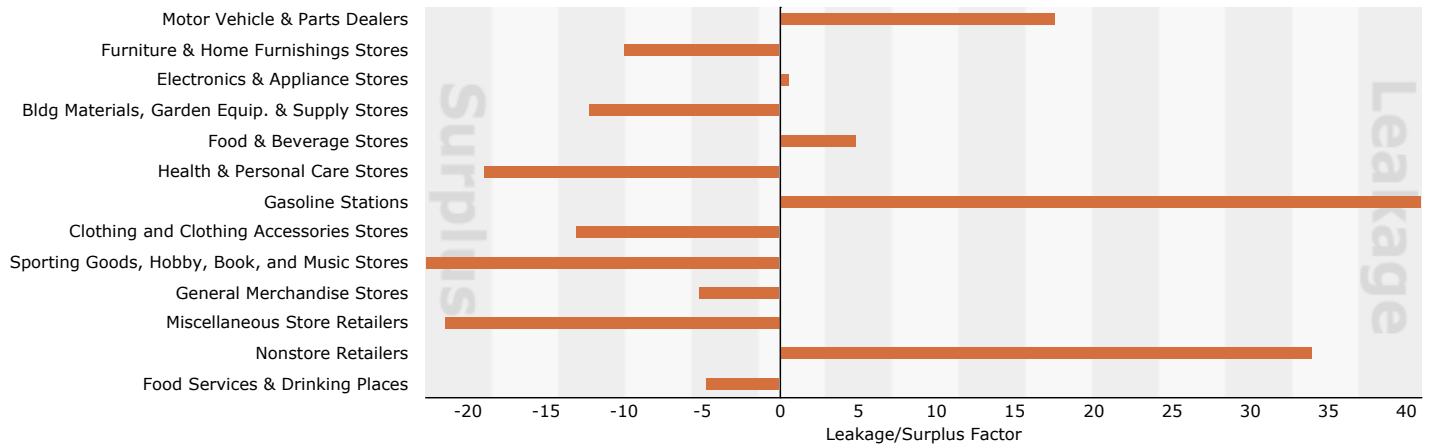


Retail MarketPlace Profile

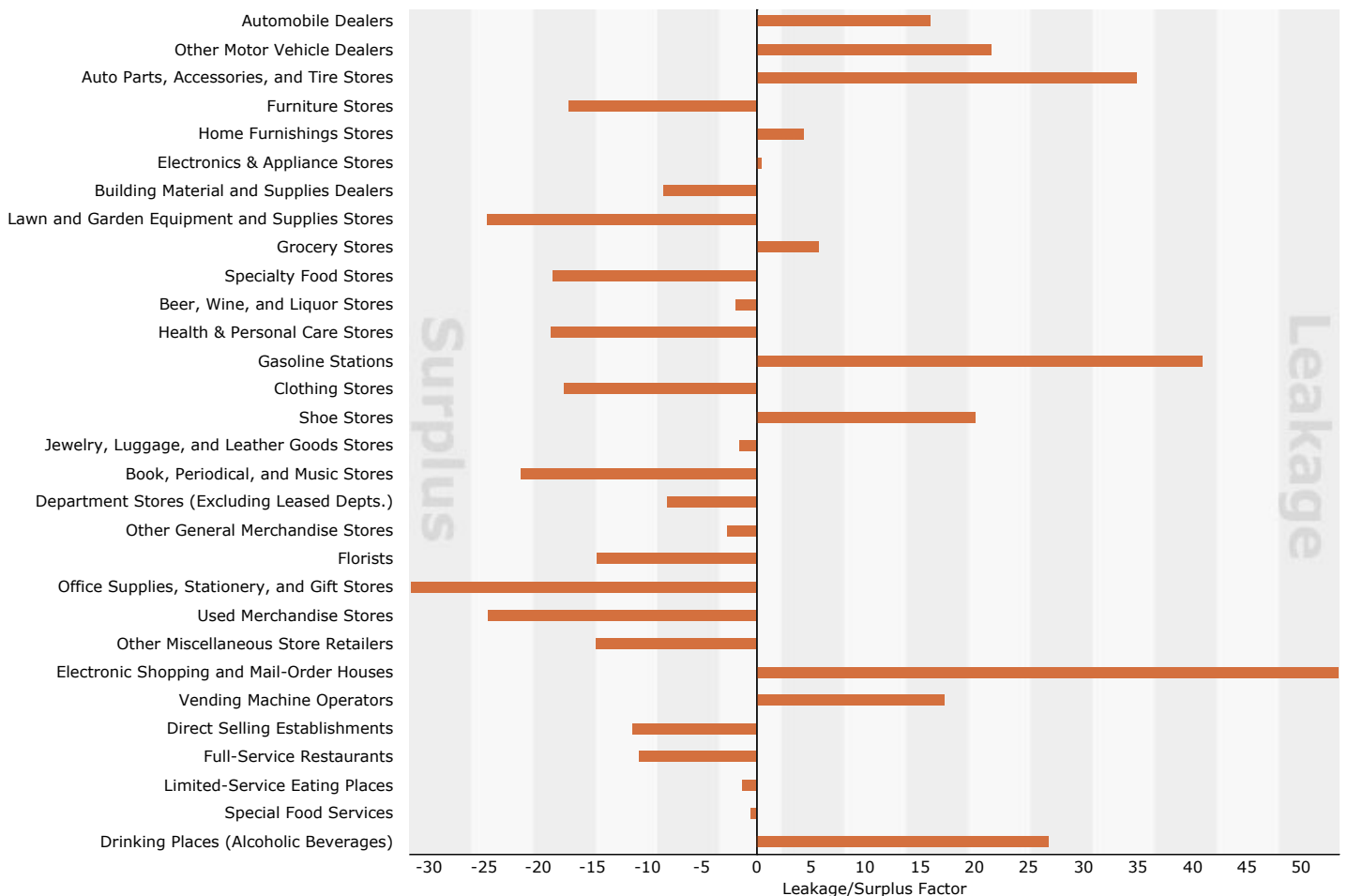
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Leakage/Surplus Factor by Industry Subsector



Leakage/Surplus Factor by Industry Group





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Summary Demographics

2010 Population	436,183
2010 Households	144,614
2010 Median Disposable Income	\$60,901
2010 Per Capita Income	\$33,172

Industry Summary	NAICS	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplus Factor	Number of Businesses
Total Retail Trade and Food & Drink	44-45,722	\$5,240,169,036	\$3,811,030,869	\$1,429,138,166	15.8	2,891
Total Retail Trade	44-45	\$4,467,322,261	\$3,239,458,868	\$1,227,863,393	15.9	2,106
Total Food & Drink	722	\$772,846,774	\$571,572,001	\$201,274,773	15.0	785
Industry Group	NAICS	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplus Factor	Number of Businesses
Motor Vehicle & Parts Dealers	441	\$1,060,563,732	\$861,999,147	\$198,564,585	10.3	184
Automobile Dealers	4411	\$919,566,622	\$788,791,453	\$130,775,170	7.7	77
Other Motor Vehicle Dealers	4412	\$76,084,697	\$34,652,681	\$41,432,016	37.4	35
Auto Parts, Accessories & Tire Stores	4413	\$64,912,412	\$38,555,013	\$26,357,399	25.5	72
Furniture & Home Furnishings Stores	442	\$147,736,887	\$103,457,343	\$44,279,543	17.6	151
Furniture Stores	4421	\$90,350,939	\$54,494,092	\$35,856,847	24.8	49
Home Furnishings Stores	4422	\$57,385,947	\$48,963,251	\$8,422,696	7.9	102
Electronics & Appliance Stores	4431	\$136,896,080	\$96,227,576	\$40,668,504	17.4	191
Bldg Materials, Garden Equip. & Supply Stores	444	\$208,519,771	\$215,939,380	-\$7,419,609	-1.7	232
Bldg Material & Supplies Dealers	4441	\$175,689,388	\$185,012,743	-\$9,323,355	-2.6	171
Lawn & Garden Equip & Supply Stores	4442	\$32,830,383	\$30,926,637	\$1,903,746	3.0	61
Food & Beverage Stores	445	\$859,028,409	\$700,375,786	\$158,652,623	10.2	212
Grocery Stores	4451	\$803,351,101	\$651,644,126	\$151,706,975	10.4	118
Specialty Food Stores	4452	\$16,968,249	\$18,353,730	-\$1,385,480	-3.9	41
Beer, Wine & Liquor Stores	4453	\$38,709,058	\$30,377,931	\$8,331,128	12.1	53
Health & Personal Care Stores	446,4461	\$158,642,816	\$154,212,698	\$4,430,117	1.4	157
Gasoline Stations	447,4471	\$703,148,021	\$377,073,575	\$326,074,446	30.2	79
Clothing & Clothing Accessories Stores	448	\$226,712,368	\$163,118,129	\$63,594,239	16.3	272
Clothing Stores	4481	\$175,812,955	\$129,809,677	\$46,003,279	15.1	182
Shoe Stores	4482	\$24,534,537	\$18,270,245	\$6,264,292	14.6	40
Jewelry, Luggage & Leather Goods Stores	4483	\$26,364,876	\$15,038,208	\$11,326,668	27.4	50
Sporting Goods, Hobby, Book & Music Stores	451	\$62,230,458	\$43,310,895	\$18,919,563	17.9	151
Sporting Goods/Hobby/Musical Instr Stores	4511	\$41,135,353	\$30,981,666	\$10,153,687	14.1	137
Book, Periodical & Music Stores	4512	\$21,095,105	\$12,329,229	\$8,765,876	26.2	14
General Merchandise Stores	452	\$613,475,519	\$384,286,246	\$229,189,272	23.0	83
Department Stores Excluding Leased Depts.	4521	\$261,183,804	\$188,786,797	\$72,397,007	16.1	36
Other General Merchandise Stores	4529	\$352,291,715	\$195,499,450	\$156,792,266	28.6	46
Miscellaneous Store Retailers	453	\$94,959,910	\$83,824,401	\$11,135,509	6.2	359
Florists	4531	\$5,014,883	\$3,819,814	\$1,195,069	13.5	39
Office Supplies, Stationery & Gift Stores	4532	\$26,467,360	\$26,223,791	\$243,569	0.5	107
Used Merchandise Stores	4533	\$7,642,409	\$9,407,197	-\$1,764,788	-10.4	62
Other Miscellaneous Store Retailers	4539	\$55,835,258	\$44,373,598	\$11,461,660	11.4	152
Nonstore Retailers	454	\$195,408,291	\$55,633,690	\$139,774,601	55.7	35
Electronic Shopping & Mail-Order Houses	4541	\$151,468,989	\$36,489,724	\$114,979,265	61.2	7
Vending Machine Operators	4542	\$14,651,234	\$8,533,830	\$6,117,404	26.4	12
Direct Selling Establishments	4543	\$29,288,068	\$10,610,137	\$18,677,932	46.8	16
Food Services & Drinking Places	722	\$772,846,774	\$571,572,001	\$201,274,773	15.0	785
Full-Service Restaurants	7221	\$331,978,034	\$242,947,666	\$89,030,368	15.5	442
Limited-Service Eating Places	7222	\$364,912,060	\$273,504,406	\$91,407,655	14.3	251
Special Food Services	7223	\$49,252,669	\$35,896,520	\$13,356,149	15.7	44
Drinking Places - Alcoholic Beverages	7224	\$26,704,011	\$19,223,410	\$7,480,601	16.3	48

Data Note: Supply (retail sales) estimates sales to consumers by establishments. Sales to businesses are excluded. Demand (retail potential) estimates the expected amount spent by consumers at retail establishments. Supply and demand estimates are in current dollars. The Leakage/Surplus Factor presents a snapshot of retail opportunity. This is a measure of the relationship between supply and demand that ranges from +100 (total leakage) to -100 (total surplus). A positive value represents 'leakage' of retail opportunity outside the trade area. A negative value represents a surplus of retail sales, a market where customers are drawn in from outside the trade area. The Retail Gap represents the difference between Retail Potential and Retail Sales. Esri uses the North American Industry Classification System (NAICS) to classify businesses by their primary type of economic activity. Retail establishments are classified into 27 industry groups in the Retail Trade sector, as well as four industry groups within the Food Services & Drinking Establishments subsector. For more information on the Retail MarketPlace data, please view the methodology statement at <http://www.esri.com/library/whitepapers/pdfs/esri-data-retail-marketplace.pdf>.

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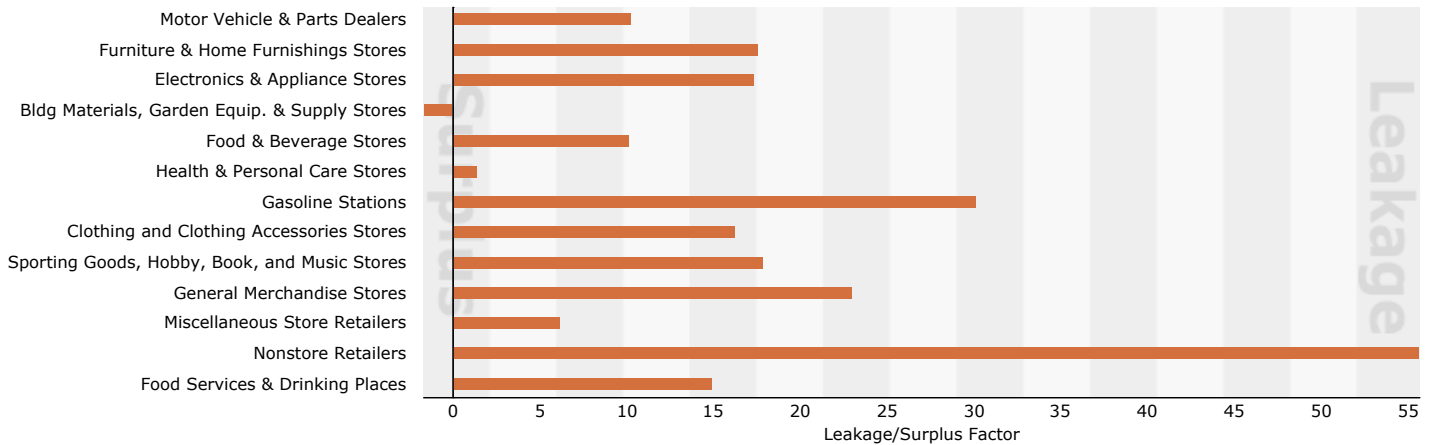


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Leakage/Surplus Factor by Industry Subsector



Leakage/Surplus Factor by Industry Group





Retail MarketPlace Profile

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W Main St & Randall Rd, St Charles, IL, 60174
Ring: 15 mile radius

Latitude: 41.91267
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Summary Demographics

2010 Population	1,134,532
2010 Households	387,439
2010 Median Disposable Income	\$60,049
2010 Per Capita Income	\$33,365

Industry Summary	NAICS	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplus Factor	Number of Businesses
Total Retail Trade and Food & Drink	44-45,722	\$13,731,134,993	\$10,896,596,422	\$2,834,538,571	11.5	7,834
Total Retail Trade	44-45	\$11,695,110,896	\$9,198,842,592	\$2,496,268,304	11.9	5,661
Total Food & Drink	722	\$2,036,024,097	\$1,697,753,830	\$338,270,267	9.1	2,173

Industry Group	NAICS	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplus Factor	Number of Businesses
Motor Vehicle & Parts Dealers	441	\$2,766,169,178	\$2,115,093,163	\$651,076,015	13.3	450
Automobile Dealers	4411	\$2,418,540,133	\$1,925,574,328	\$492,965,805	11.3	198
Other Motor Vehicle Dealers	4412	\$187,541,860	\$67,770,863	\$119,770,997	46.9	69
Auto Parts, Accessories & Tire Stores	4413	\$160,087,186	\$121,747,972	\$38,339,213	13.6	182
Furniture & Home Furnishings Stores	442	\$373,967,056	\$326,403,022	\$47,564,034	6.8	387
Furniture Stores	4421	\$229,322,283	\$208,923,691	\$20,398,592	4.7	149
Home Furnishings Stores	4422	\$144,644,773	\$117,479,332	\$27,165,442	10.4	238
Electronics & Appliance Stores	4431	\$361,591,749	\$402,273,289	-\$40,681,540	-5.3	594
Bldg Materials, Garden Equip. & Supply Stores	444	\$520,464,100	\$553,595,748	-\$33,131,648	-3.1	548
Bldg Material & Supplies Dealers	4441	\$455,440,917	\$496,316,179	-\$40,875,262	-4.3	438
Lawn & Garden Equip & Supply Stores	4442	\$65,023,183	\$57,279,568	\$7,743,614	6.3	110
Food & Beverage Stores	445	\$2,266,921,453	\$1,988,042,177	\$278,879,276	6.6	594
Grocery Stores	4451	\$2,110,286,475	\$1,876,498,130	\$233,788,345	5.9	355
Specialty Food Stores	4452	\$54,325,245	\$40,468,835	\$13,856,410	14.6	118
Beer, Wine & Liquor Stores	4453	\$102,309,733	\$71,075,212	\$31,234,521	18.0	121
Health & Personal Care Stores	446,4461	\$410,687,732	\$417,999,635	-\$7,311,903	-0.9	439
Gasoline Stations	447,4471	\$1,812,108,152	\$1,052,336,845	\$759,771,306	26.5	212
Clothing & Clothing Accessories Stores	448	\$574,546,688	\$505,744,890	\$68,801,797	6.4	788
Clothing Stores	4481	\$448,330,183	\$406,740,039	\$41,590,144	4.9	530
Shoe Stores	4482	\$60,443,077	\$51,064,582	\$9,378,495	8.4	106
Jewelry, Luggage & Leather Goods Stores	4483	\$65,773,427	\$47,940,269	\$17,833,158	15.7	152
Sporting Goods, Hobby, Book & Music Stores	451	\$149,356,359	\$127,683,751	\$21,672,607	7.8	417
Sporting Goods/Hobby/Musical Instr Stores	4511	\$101,070,916	\$84,575,696	\$16,495,220	8.9	351
Book, Periodical & Music Stores	4512	\$48,285,443	\$43,108,055	\$5,177,388	5.7	66
General Merchandise Stores	452	\$1,571,135,636	\$1,305,413,995	\$265,721,641	9.2	226
Department Stores Excluding Leased Depts.	4521	\$670,279,958	\$649,281,244	\$20,998,714	1.6	109
Other General Merchandise Stores	4529	\$900,855,677	\$656,132,751	\$244,722,927	15.7	117
Miscellaneous Store Retailers	453	\$220,993,901	\$197,368,295	\$23,625,606	5.6	897
Florists	4531	\$15,908,573	\$11,069,775	\$4,838,798	17.9	100
Office Supplies, Stationery & Gift Stores	4532	\$58,328,781	\$61,944,293	-\$3,615,511	-3.0	266
Used Merchandise Stores	4533	\$15,295,357	\$20,651,438	-\$5,356,081	-14.9	137
Other Miscellaneous Store Retailers	4539	\$131,461,190	\$103,702,789	\$27,758,401	11.8	394
Nonstore Retailers	454	\$667,168,893	\$206,887,781	\$460,281,112	52.7	109
Electronic Shopping & Mail-Order Houses	4541	\$524,754,582	\$109,523,509	\$415,231,073	65.5	21
Vending Machine Operators	4542	\$39,606,778	\$44,673,355	-\$5,066,578	-6.0	39
Direct Selling Establishments	4543	\$102,807,533	\$52,690,917	\$50,116,616	32.2	48
Food Services & Drinking Places	722	\$2,036,024,097	\$1,697,753,830	\$338,270,267	9.1	2,173
Full-Service Restaurants	7221	\$879,811,908	\$713,604,038	\$166,207,870	10.4	1,209
Limited-Service Eating Places	7222	\$926,512,412	\$814,455,056	\$112,057,357	6.4	765
Special Food Services	7223	\$162,995,580	\$129,638,355	\$33,357,226	11.4	103
Drinking Places - Alcoholic Beverages	7224	\$66,704,197	\$40,056,381	\$26,647,815	25.0	97

Data Note: Supply (retail sales) estimates sales to consumers by establishments. Sales to businesses are excluded. Demand (retail potential) estimates the expected amount spent by consumers at retail establishments. Supply and demand estimates are in current dollars. The Leakage/Surplus Factor presents a snapshot of retail opportunity. This is a measure of the relationship between supply and demand that ranges from +100 (total leakage) to -100 (total surplus). A positive value represents 'leakage' of retail opportunity outside the trade area. A negative value represents a surplus of retail sales, a market where customers are drawn in from outside the trade area. The Retail Gap represents the difference between Retail Potential and Retail Sales. Esri uses the North American Industry Classification System (NAICS) to classify businesses by their primary type of economic activity. Retail establishments are classified into 27 industry groups in the Retail Trade sector, as well as four industry groups within the Food Services & Drinking Establishments subsector. For more information on the Retail MarketPlace data, please view the methodology statement at <http://www.esri.com/library/whitepapers/pdfs/esri-data-retail-marketplace.pdf>.

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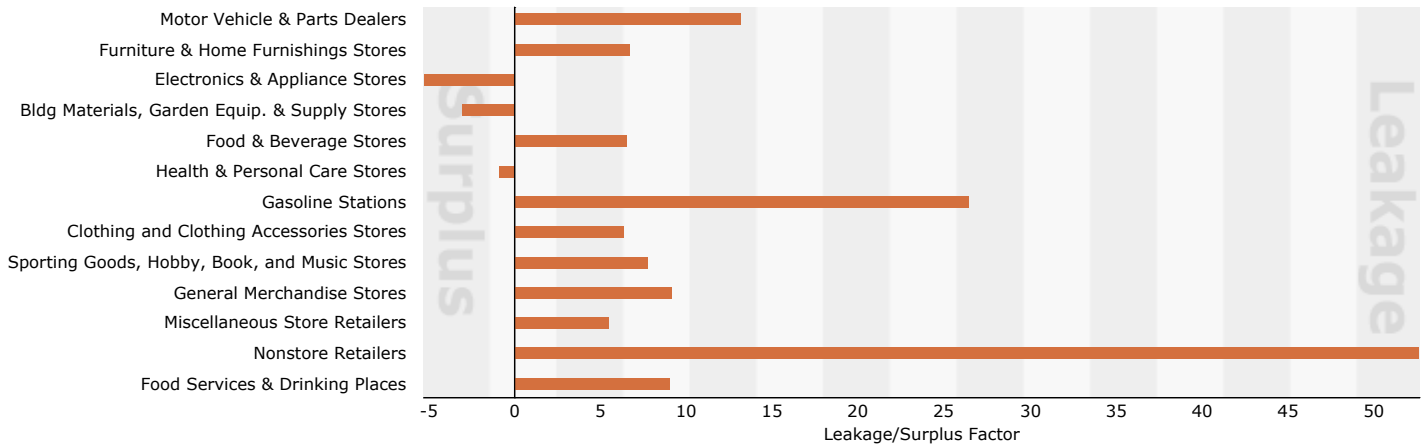
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Leakage/Surplus Factor by Industry Subsector



Leakage/Surplus Factor by Industry Group

